

Symantec MessageLabs Email Continuity.cloud

Analyst View

“The importance of email to business means IT Departments must find a way of making it available 24x7. In many cases, it is difficult for them to even find a small period of time to bring messaging applications down for maintenance”.

Michael Osterman
Founder, Osterman Research Inc.
November, 2010

The Symantec.cloud Difference

- Continuous synchronization with the primary system means the backup system is permanently on standby to come on line if an outage occurs
- Our Service Level Agreement provides a money back remedy if availability of 99.9% is not met
- Complimentary 24/7 support delivered by hosted services specialists is included with your subscription
- Use MessageLabs Email Continuity in conjunction with other Symantec.cloud services such as archiving and email security for a comprehensive email management solution

Could Email Downtime Spell Disaster for Your Business?

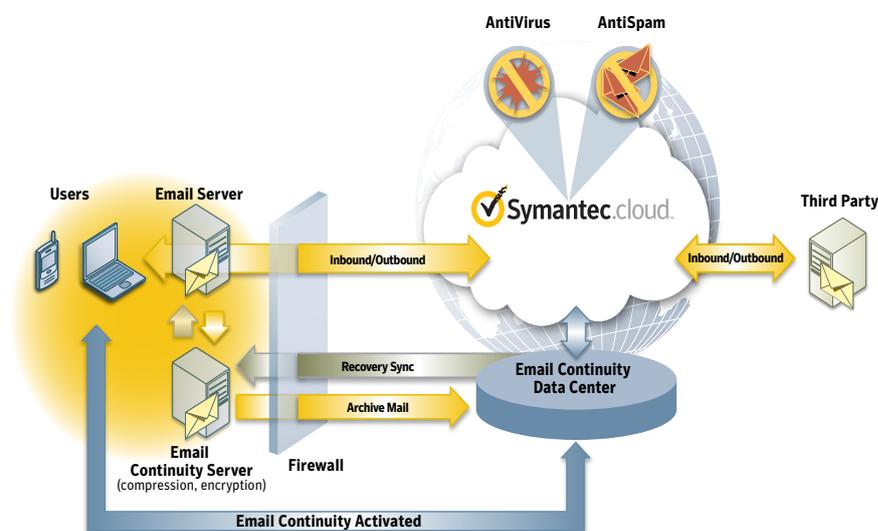
Email has become an integral part of key business process and an essential component of day-to-day operations. However, maximizing uptime for business critical email systems poses challenges for small and large companies alike.

Traditional approaches to high availability, such as clustering and replication, require significant IT expertise and can be cost prohibitive to implement. In addition, many companies with a high availability solution in place can still experience email downtime every year.

The true cost of an email outage - planned or unplanned, widespread or partial – isn't simply reflected in lost revenue and reduced productivity. An outage can damage relationships with customers, partners and suppliers. It may also lead to data loss, fines for regulatory non-compliance, or increased security risk as users resort to managing business emails through personal email accounts during email outages.

Symantec MessageLabs Email Continuity.cloud provides a standby email system that gives virtually uninterrupted use of email in the event of a mail server outage.

Symantec MessageLabs Email Continuity.cloud Multi-Layered Solution



The service can be activated within 60 seconds via the web portal or a phone call. Your end users are provided with email access through their mail client, a web browser or mobile devices (including BlackBerry).

Because the service is delivered from an off-site location, users benefit from ongoing email access if an unplanned outage occurs at your physical site. And, when your primary system is back online, all email sent or received during the outage period is restored to your email server.

How the Service Works

- When your primary system is operating normally, MessageLabs Email Continuity receives a copy of every email
- In the event of an email outage you activate the service by phone or via a Web console
- You can opt to failover any subset of users by mailbox, server, location, or storage group
- During the outage, all activated users have access to email and, for Microsoft users, contact lists and calendar entries
- When your primary system is back online, all email sent or received during the outage is restored to your email server
- You can prioritize the order in which servers, storage groups or mailboxes are synchronized back to the email server

Symantec.cloud Experience

- **Email users:** In an outage, users have continued email access with send, receive & delete functionality as well as contact data and calendars
- **IT managers:** simple, granular and cost-effective email availability
- **Service administrators:** no more distracting, time-consuming complaints from users unable to use email during an outage; reduced maintenance and minimal need for user training

Addressing Your Email Availability Challenges

Cost containment: Our cloud-based service can be set up quickly and does not require dedicated staff. Low deployment costs and predictable operating costs allow for effective budgeting. The solution scales easily, so new users can be added with minimal effort.

User productivity: During planned or unplanned downtime the service provides users with virtually uninterrupted use of their email leaving your IT department free to fix the outage without distraction.

Protect against on-premise disasters: When something happens to your physical facilities, MessageLabs Email Continuity.cloud will keep the email service available.

Rapid recovery: When your primary email servers are back online, MessageLabs Email Continuity.cloud quickly restores email processed during the outage.

More than just email: The MessageLabs Email Continuity.cloud service provides Administrators with features including calendar, personal contacts, and global address list synchronization, managed failover and restoration process, and preservation of email metadata during an outage.

Features	Benefits
Always-on data synchronization	Avoids burdening IT staff by automatically synchronizing corporate directories and user accounts. The service also synchronizes contacts, calendars, and distribution lists.
Administrator control of failover and restoration process	Administrators can initiate continuity for specific servers, storage groups or mailboxes and control the order in which they come back online.
Quick restoration	Delivers quick restoration of sent and received email data to your primary system. Reduces system complexity and administrative headaches.
Preserves email metadata during outage	Restores messages to the email server with metadata intact (including time/date stamps, BCC recipients, and read/unread status), which may provide forensic data for legal purposes.
Compatible with other Symantec.cloud services	When combined with other Symantec.cloud services, it provides comprehensive, low-maintenance email security and management.

Next Steps

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